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Tsuji Hongo IT Consulting Co., Ltd.

BELLSYSTEM24, Inc.

Tsuji Hongo IT Consulting and BELLSYSTEM24 Launch Accounting DX Outsourcing Services for Small and Medium-Sized Enterprises

Professionals from the legal and BPO fields provide end-to-end support for companies struggling with personnel shortages and regulatory changes

Tsuji Hongo IT Consulting Co., Ltd. (headquartered in Shibuya-ku, Tokyo; Ken Kuronita, President & CEO; hereinafter “Tsuji Hongo ITC”) and BELLSYSTEM24, Inc. (headquartered in Minato-ku, Tokyo; Hiroshi Kajiwara, President, Representative Director; hereinafter “BELLSYSTEM24”) announce the launch of an accounting digital transformation (DX) outsourcing service (hereinafter “the Service”) for small and medium-sized enterprises (SMEs) starting in September 2026.

By adopting the Service, SMEs can streamline their accounting operations and alleviate personnel shortages, creating an environment where limited accounting personnel resources can be allocated to core business activities. Targeting the more than 20,000 advisory clients of the Tsuji Hongo Group and the more than 1,700 client companies of BELLSYSTEM24, the Service will address a wide range of accounting challenges faced by SMEs.



■ Background of the Service

SMEs, which account for over 99%* of Japan's approximately 3.37 million companies, are essential to the development of the Japanese economy. However, many of these companies are currently facing severe personnel shortages. In recent years, the accounting sector has also seen a series of regulatory reforms aimed at improving operational transparency and productivity, such as the Invoice System, the Electronic Bookkeeping Act, and new lease accounting standards. While these changes are intended to support corporate growth, each revision requires significant effort, including reviewing business processes and systems, as well as training employees.

Against this backdrop, even when SMEs wish to implement digital transformation (DX) in their accounting operations, these tasks are often highly specialized and dependent on individual expertise, and in many cases standardized rules have not been established. As a result, a common issue arises where DX does not progress sufficiently even after introducing new systems.

To resolve these issues, BELLSYSTEM24 is driving end-to-end DX in accounting operations by combining the strengths of both companies. Tsuji Hongo ITC, a firm rooted in a certified public tax accountant practice with deep knowledge of the challenges faced by SMEs, brings its professional expertise and insights into IT system selection and implementation, while BELLSYSTEM24 offers operational efficiency methods honed through outsourcing across a wide range of industries, along with its abundant human resources.

* Reference: The Small and Medium Enterprise Agency, aggregated results on the Number of Small and Medium Enterprises and Small Businesses (as of June 2021)

https://www.chusho.meti.go.jp/koukai/chousa/chu_kigyocnt/2023/231213chukigyocnt.html

■ Features of the Service

1. Consulting and technology proposals directly addressing management issues unique to licensed professionals

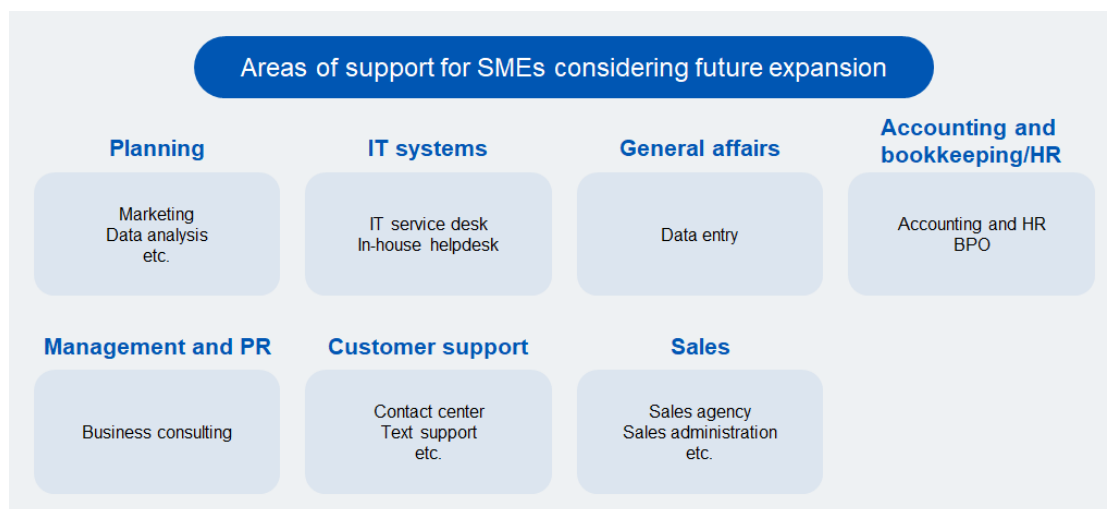
Tsuji Hongo ITC is part of the Tsuji Hongo Group, a collective of licensed professionals including certified public tax accountants and certified social insurance and labor consultants. Its experts, who possess a deep understanding of the realities of accounting, bookkeeping and human resources as well as regulatory changes, provide consulting that captures the essence of management issues. They also select and proposes optimal systems and SaaS solutions from a neutral standpoint, free from dependence on specific vendors.

2. Business process design honed through over 40 years of BPO experience and operational management by a dedicated team

For over 40 years, BELLSYSTEM24 has been involved in outsourcing for numerous companies, primarily through contact center operations. During this time, it has accumulated expertise in reviewing individual-dependent business processes and enhancing operational reproducibility without relying on specific individuals. A specialized team of certified bookkeepers supports clients by handling accounting tasks and reviewing management rules, thereby driving the digital transformation (DX) of accounting operations that had previously stalled.

■ Future Outlook

Going forward, BELLSYSTEM24 will expand its support beyond accounting to become a partner that not only protects the office operations of SMEs, but also enhances their competitiveness through DX, thereby contributing to the sustainable growth of Japan's SMEs.



Tsuji Hongo IT Consulting corporate website: <https://ht-itc.jp>

Representative: Ken Kuronita, President & CEO

Address: Zenriren Building 5F, 1-36-4 Yoyogi, Shibuya-ku, Tokyo

Business Activities: Consulting on all aspects of business management; sales of software and hardware; implementation support; accounting and human resources outsourcing; and the development and operation of web services for accounting firms and for individuals regarding inheritance matters.

About BELLSYSTEM24: Corporate website: <https://www.bell24.co.jp/en/>

Representative: Hiroshi Kajiware, President, Representative Director

Head office: 6F, Kamiyacho Trust Tower, 4-1-1, Toranomon, Minato-ku, Tokyo

Business description: Outsourcing services, technology services, consulting services, temporary staffing services, paid job placement services, and CRO services related to CRM solutions. Planning, production and sales of various content using the Internet and other media, and operation of services related to these.

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